

Road Home

BUILDING A SAFER, STRONGER, SMARTER LOUISIANA

> Program developed by Governor Kathleen Babineaux Blanco

www.road2LA.org 1.888.ROAD.2.LA







The Process

BUILDING A SAFER, STRONGER, SMARTER LOUISIANA

HOW TO GET ASSISTANCE

DETERMINE BENEFIT

- Decide Option
 - Keep your home
 - Buyout and relocate
- Calculate Award

MAKE AWARD

- · Keep Home Road Home Disbursement Account
- · Sale Repay Outstanding Liens on House

ADVISE

- Contract Management Advice
- Financial Advice

- Review documentation
- Determine pre-storm value

VERIFY

- Assess damage
- www.road2LA.org 1.888.ROAD.2.LA

START APPLICATION

Phone: 1-888-ROAD-2-LA

Web: www.road2LA.org

OUALIFY

- · Owner?
- Primary Residence?
- Storm Damaged?

MEET ADVISOR

at Housing Assistance Center near you

After we review your application, you will receive instructions by mail on how to schedule your appointment.





Communications Overview

- Housing Assistance Centers open
- Launch advertising campaign
- Media plans
- Anniversary publicity opportunities
- Community outreach
- Speakers bureau
- Key influencer packets
- Direct mail to registrants



HACs Grand Openings

BUILDING A SAFER, STRONGER, SMARTER LOUISIANA

Governor Blanco to tour media and officially open centers

Lake Charles August 18

New Orleans August 22

Houma August 24

Others TBD week of August 21



Advertising Campaign

- TV, radio, print, website advertising
- Ad series focuses on regionalization
 - Southwestern LA
 - New Orleans area
- Campaign to be unveiled at Lake Charles HAC opening
- Campaign launches Aug. 18



Anniversary Publicity

- Media center in New Orleans
 - Aug. 21 31
- Press kit materials



Speakers Bureau

- Requests for speakers from all over the state
- Identify speakers from Road Home, LRA, OCD to participate
- Training and presentation materials available



Key Influencers

- Legislators Federal and State
- Parish leaders
- Informational packets
- Presentations with talking points



Direct Mail

- Mailed to all pre-registrants
- Includes applications and instructions
- Anti-fraud information, elevation fact sheet



Community Outreach

- Community outreach is an integral part of larger communications effort
- Developed specifically for grass roots delivery
- Dedicated effort with dedicated staffing
- Building extensive "places of worship" network



Community Outreach

- July 28: statewide non-profit informational session held in Baton Rouge (approx. 60 organizations represented)
- Smaller focus groups held with non-profit housing organizations to prepare groups for outreach and service delivery



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